



A Brave New World of  
Consumer Experience  
2007 June 6

Ultra  
Mobility

# LOVE TWO-POINT-OH?!



- Innovation of consumer community experience
- Shift of control to consumers

# IT IS ONLY THE BEGINNING...

"Americans spend twice as much time outside their homes and workplaces today than they did just a few decades ago..." - Patrick Quinn, PQ Media

## Forces in motion

- Gen X and Y increasingly spending more time **on-the-go, on-line, and mobile**



- Technology advancements in **mobile computing, form factor, and connectivity**

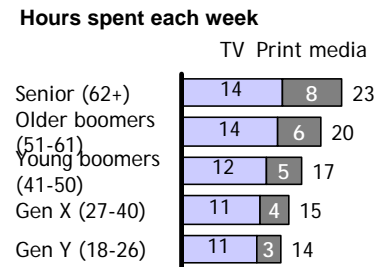


- Improving attractiveness and maturity of the **digital out-of-home network**



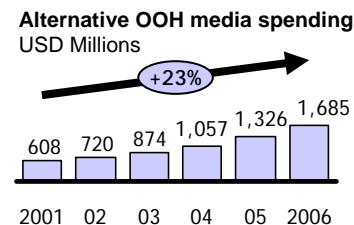
## Emerging trends

- Traditional media losing effectiveness from demographic shift with aging

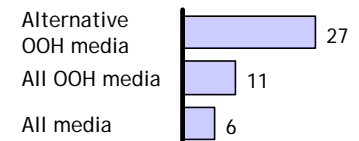


- Consolidation of the many mobile devices today into a single omni-functional unit acting as "the" personal electronic gateway to the 2.0 world

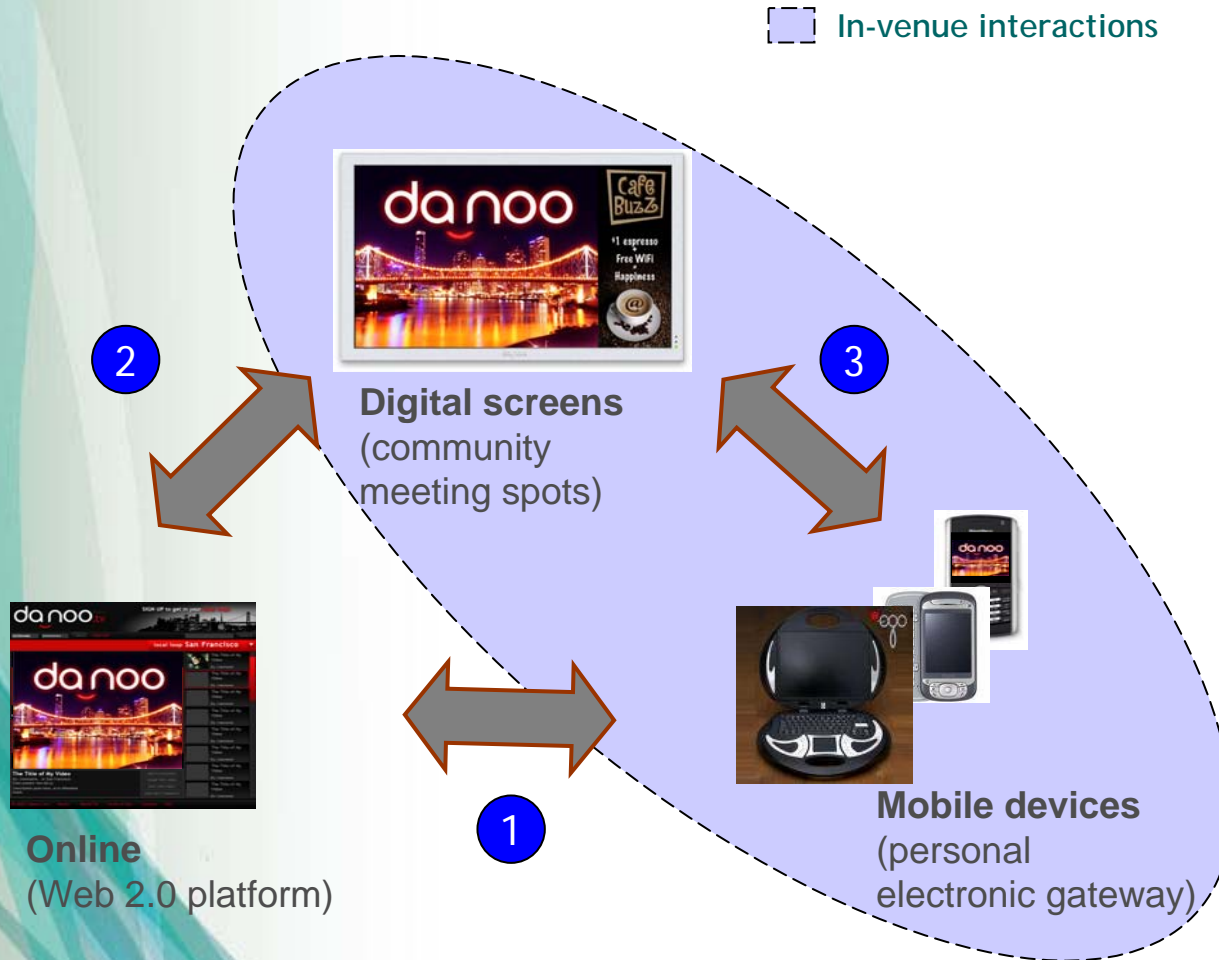
- Rapid growth in alternative out-of-home advertising



2006 media spending growth Percent, annual



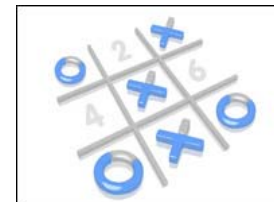
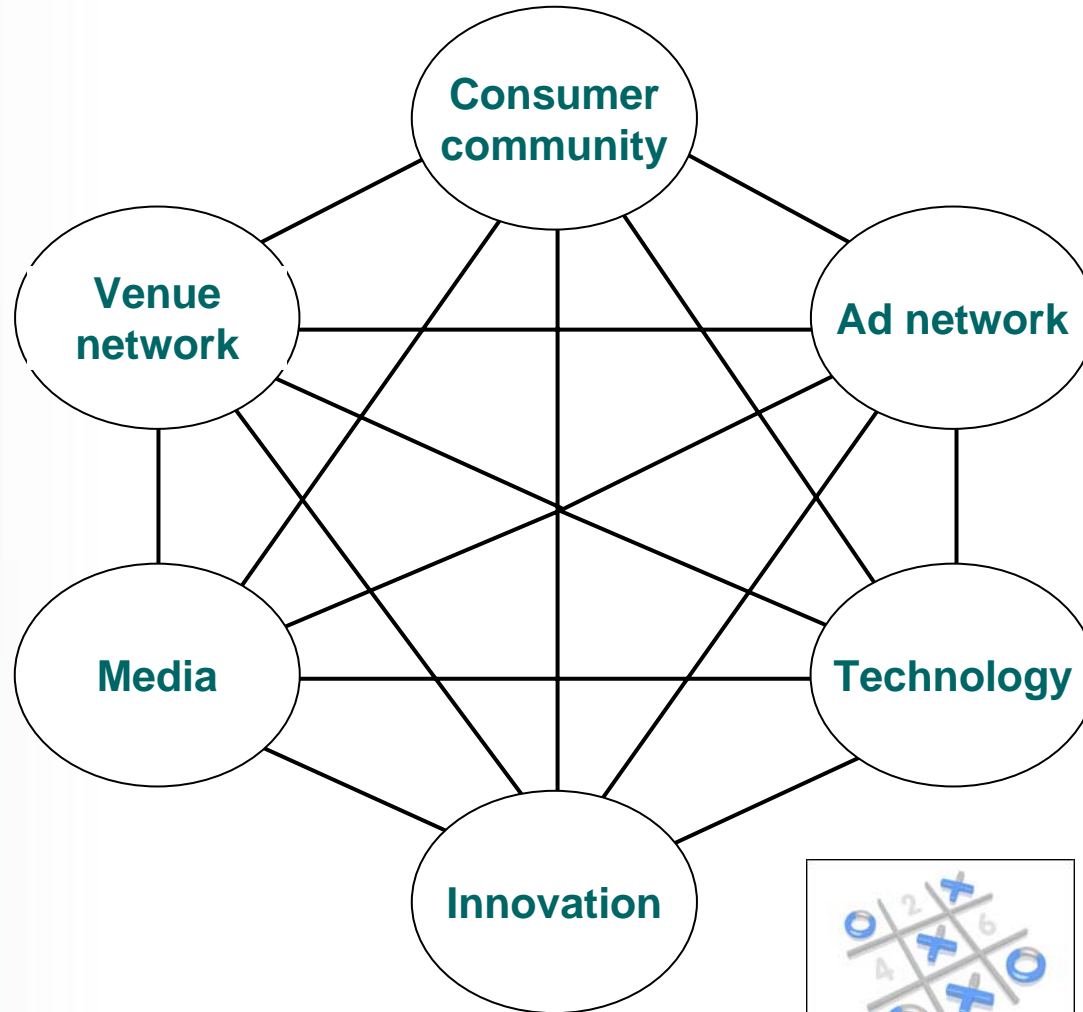
# ... CONSUMER EXPERIENCE WILL EXPAND ON SEVEAL FRONTS



## Consumer experience forecast

- 1 Mobility 2.0**  
Ubiquitous connection to Web 2.0 with handsets
- 2 Web 2.0 – push mode**  
Extension of Web 2.0 reach to OOH – a stage for “push” mode of self-expression
- 3 “Outdoor” 2.0**  
Strengthening of local social network and community around digital screens as a platform for extending Web2.0 expression to the physical outdoor experience

# INTEGRATION IS THE KEY TO UNLOCKING THE OPPORTUNITIES





# CASE STUDY – DANOO

## ★ Mission:

A pervasive digital media network that symbolizes local pop culture in the major cities across America

## ★ Audience

Engaging tech savvy GenX (A28-40) and GenY (A18-27) in major U.S. cities

## ★ Content

Local pop culture (events, games, films, music, news)

## ★ Multimodal approach: “Outdoor 2.0”

Out-of-home internet TV screens, online, wireless

Reaches this audience where they work/live/hang out

## ★ Opportunity for advertisers

Engage a desirable audience

Advertising possibilities: “sponsorships,” “promotions,” “views”



# A UBIQUITOUS 2.0 LOCAL MEDIA NETWORK

*The first network created for urban hip consumers...no matter where they watch it*



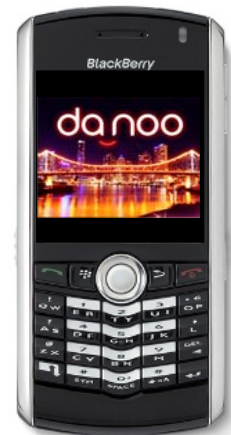
## DIGITAL SCREENS

Bars, cafes, restaurants, coffee shops



## ONLINE

At home, in the office,  
WiFi hotspots



## WIRELESS

On the go

# CONSUMER USE CASE – VOTE ON MOVIE TRAILERS

Which of these movie trailers should we show in The Loop tomorrow?



Make your opinion heard.  
Vote now!



# CONSUMER USE CASE – VOTE ON BEST OF THE WEB

Which of these Flickr photos should we show in The Loop tomorrow?



Choice A  
Golden gate at night

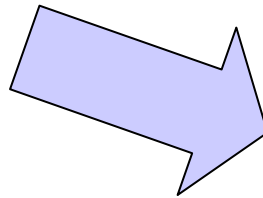


Choice B  
Transamerica at night

# CONSUMER USE CASE – REMIX BRANDED COMEDY



- Add your comments to last night's clip from the "Daily Show"
- Fred watches the clip on Danoo.tv and adds his comment:
- "Oops! That was a Freudian slip!"



Fred says: "Oops! That was a Freudian slip!"

# CONSUMER USE CASE – INTERACTIVE PARTY GAME\*

txt msg: LM70 word to: 87884 to play!



A Scrabble board with the following letters and scores: R (1), W (12), R (2), F (12), F (12), U (2), O (3), T (3), S (3), P (9), I (3), H (12), A (3), G (6), J (24), U (2), O (3).

| Highest scoring players |  |    |
|-------------------------|--|----|
| ~Stephen                |  | 32 |
| ~drMikey                |  | 14 |

| Highest scoring words |          |    |
|-----------------------|----------|----|
| play                  | ~Stephen | 20 |
| the                   | ~drMikey | 14 |
| game                  | ~Stephen | 12 |

| Recent words |          |    |
|--------------|----------|----|
| ✓ play       | ~Stephen | 20 |
| ✓ the        | ~drMikey | 14 |
| ✓ game       | ~Stephen | 12 |

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# SYNTHESIZER USE CASE (REMIX BRANDED COMEDY)

da.noo



# KEY TAKE-AWAYS

- The Web 2.0 consumer revolution has become part of our life
- Consumer will continue to gain control
- Out-of-home digital network is an emerging platform that will extend the reach of this revolution to the outdoor
- Ad interest is intensifying in OOH as it marries many of the online merits (specificity, measurability, ...) with better control
- While location may be the name of the game today, relevant content and consumer experience innovation will be the decisive factors to unlocking the economic values of this new trend, particularly in America and Europe

# BACKUP

# WHO IS DANOO?

- Founded in 2006
- Over 2,000 committed locations (excluding chain contracts) in San Francisco, New York, Los Angeles, Chicago
  - Small pilot test underway in San Francisco.
  - Initial launch growing to 500 locations in San Francisco by July 2007
- Backed by Kleiner Perkins Caulfield & Byers in Menlo Park, CA
  - One of the top venture capital firms in the U.S
  - Helped launch  Netscape  
- Team based in San Francisco & New York (product development in China)
- Advisors include:
  - Will Hearst (Hearst Corp), Mark Sonnenberg (Discovery, E!, fX), Andy Schuon (MTV, CBS Radio), Matt Jacobson (Facebook), Stacy Jolna (Turner Networks, Tivo), Kate Thorp (AKQA, Advertising Age Top 25 to Watch), Li Gong (Microsoft China)